

Clothes For Cause®



- » Americans generate 16 million tons of textile waste per year.
- » The textile industry is responsible for 10% of global pollution.
- » Globally, we consume 62 millions tons of clothing each year.



"The magic of shopping secondhand is that you don't find the right clothes. The right clothes find you."



123 Broad Street San Luis Obispo, CA 93405

Inspiring creativity while making a positive impact on the textile industry

Contact us:
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Hours: 10am-4pm everyday





Competitors would be Goodwill and Salvation Army. Advantages they have is that they are well known therefore people may drop clothes off with these organizations because they are easy to find. To ensure people know about Clothes 4 Cause, I think social media would be a good outlet as well as putting articles in Mustang News. There are also clubs on campus that may be willing to promote this organization and individuals who would like to participate as ambassadors.



"Clothes 4 Cause" is a small, local organization that encourages people to donate and upcycle clothes. It discourages fast fashion such as shopping outlets like Shein. A typical client is a college student, more likely female, from Cal Poly or Cuesta. Clothes 4 Cause is located in San Luis Obispo. The physical location is a donation center for clothing that is no longer needed. Any clothing that is deemed undesirable will be pressed using mechanical fibre recycling. The clothes will be pressed at the donation center, there is a thrift store with clothing that is selectively chosen to sell to target clientele. The thrift store will be set up in a boutique style. Not only is this a thrift store, it is an online outlet for ideas on ways to upcycle clothing. People can post tutorials on how they upcycle their clothes. An example of this may be stamping jeans (as shown on the mood board). This would be open to the public on a website.